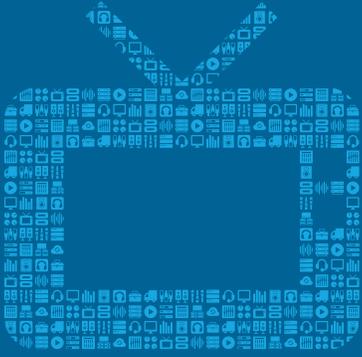


CASE STUDY



BROADCAST



OPPORTUNITY

To give viewers an exciting spectacle, The Voice of Poland required a dynamic lighting design that delivered engaging visuals both on stage and on camera.



SOLUTION

ATM System and Stage Source selected Martin MAC Aura PXL multi-source wash fixtures to deliver powerful and dynamic beams and wash fields that are perfect for television.

“

The kinds of effects you can achieve with [the MAC Aura PXL] are really interesting and look different from other wash luminaires.”

THE VOICE OF POLAND, POLAND

Part of the internationally syndicated television franchise The Voice, The Voice of Poland is a televised reality competition that gives singers the opportunity to showcase their vocal talents in front of celebrity judges and coaches on live television. First aired in 2011, the series recently filmed its 11th season, which was hosted by actor Maciej Musiat and filmed in Warsaw.

In order to ensure premium production quality for the nationally televised series, the show's producers hired ATM System to supply an exciting lighting design that would deliver dynamic lighting both on stage and on camera. ATM System collaborated with distributor Stage Source to provide a robust lighting solution highlighted by the global television premiere of cutting-edge Martin MAC Aura PXL multi-source wash fixtures.

“We previously utilized Martin VC Dot fixtures for The Voice Of Poland, and that instantly created more demand from the producers for Martin fixtures with unique Eye-candy Aura Effects,” said Radosław Zacheja, CEO, StageSource. “We implemented the MAC Aura PXL fixtures because not only do they have powerful beams and washes that look beautiful on camera, these new fixtures are also great for pixel mapping and effects. The kinds of effects you can achieve with them are really interesting and look different from other wash luminaires. This show was a good opportunity to showcase what you can do with the pixel programming, like displaying the performers' names or having numbers that count them in to start singing.”

The Martin MAC Aura PXL is the latest addition to Martin's innovative Aura family of wash lights with multi-lens and backlight technology. MAC Aura PXL fixtures deliver tight, narrow beams and wide, high-intensity wash fields in a lightweight, compact





“

We're working closely with Martin to educate the lighting industry on ways to realize this potential through their P3 software.”

“

Even now, with the current restrictions due to COVID, we've been able to rely on HARMAN's constant collaboration and communication.”

fixture perfectly suited for television shows and corporate events as well as nightclub and touring applications. The first wash fixture to feature individual pixel control for main beam pixels and backlighting, the MAC Aura PXL is fully compatible with an array of control methods, including DMX, Art-Net, sACN and Martin's P3 creative video protocol.

“The show's lighting designer was very satisfied with the unique looks they were able to achieve with the MAC Aura PXL fixtures,” continued Zacheja. “Because we have access to each individual pixel, we're able to program a wide range of shapes and video effects and integrate them with LED screens and other background elements. You can't really do that with other fixtures. This opens up so many possibilities, and I don't think many people are utilizing these fixtures to their full ability yet. We're working closely with Martin to educate the lighting industry on ways to realize this potential through their P3 software. That's the great thing about working with Martin products in general—the immediate technical support and access to a wealth of training materials makes it easy to demonstrate advanced applications to clients and lighting professionals. Even now, with the current dangers and restrictions due to COVID, we've been able to rely on HARMAN's constant collaboration and communication, maybe more than ever.”

PRODUCTS USED

MARTIN MAC AURA PXL MULTI-SOURCE WASH FIXTURES

MARTIN VC DOT STRING-BASED LED FIXTURES



CONTACT

For PR Inquiries:

David Glaubke

Director, Public Relations

HARMAN Professional Solutions

david.glaubke@harman.com

+1 (818) 895-3464 Office

+1 (818) 470-7322 Mobile

To Speak With Someone About
HARMAN Products and Solutions,
visit pro.harman.com/contacts

ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.



© 2021 HARMAN International Industries, Incorporated. All rights reserved. Harman Kardon, Infinity, JBL, Lexicon and Mark Levinson are trademarks of HARMAN International Industries, Incorporated, registered in the United States and/or other countries. AKG is a trademark of AKG Acoustics GmbH, registered in the United States and/or other countries. Features, specifications and appearance are subject to change without notice.